

LCLM4004 Problem Solving and Decision Making

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Nature of the problem

- Green Heaven Florists is facing a decline in in-store sales, with sales falling by around 30% over the past year. This is mainly due to increased online competition, changing customer shopping habits, reduced high-street footfall and rising operating costs.
- The business needs to adapt to customer's growing preference for convenient online shopping, while maintaining its reputation for quality and personal service.

PESTEL Analysis

PESTEL analysis help green heaven florists understand why its sales are declining and how external factors may affect its solutions.

Political

- : Government policies, taxation, business rates and regulations.

Economic:

inflation, interest rates, unemployment,
consumer spending and costs.

Social

- Customer life-style, shopping habits, trends and preferences.

Technological

- New technology, websites, social media, online payments and digital services.

Environmental

- Climate change,.
- Sustainability.
- Waste.
- Packaging and environmental expectations.

Legal

- Laws and regulations such as employment law, consumer rights and data protection.